

# Wildfire Campaign Builder

## Media Kit

**Wildfire Interactive, Inc.**

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## Company Overview

Headquartered in Menlo Park, California, Wildfire Interactive, Inc. is a privately-held technology company specialized in developing simple tools that enable organizations to engage the hundreds of millions of users of social network sites such as Facebook and Twitter. Our patent-pending technology allows corporations, small businesses, agencies, bloggers and non-profits to easily create their own attractive, branded social media campaigns (e.g. sweepstakes, contests, coupons, give-aways, quizzes, etc.) and to simultaneously publish them in multiple social platforms and on their website. Intuitive, streamlined and affordable, our platform is simple enough for even the least tech-savvy business manager to use, and flexible enough to suit the needs of the most creative marketer or advertising agency.

## Our Story

Like many companies, Wildfire Interactive, Inc. was born out of the founders' own need. Looking for a way to promote their adventure travel company to social network users, Wildfire co-founders Victoria Ransom and Alain Chuard decided to give away a free trip on Facebook. But when they searched for a way to run a give-away that tapped into Facebook's viral features they found that no easy solution existed and that they would have to build their own application for Facebook. When other companies expressed interest in using their application, Ransom & Chuard realized that an opportunity existed to help organizations run social media campaigns on Facebook, Facebook Connect and Twitter and Wildfire Campaign Builder was born.

## Why are Social Media Campaigns an Effective Marketing Tool?

At a time when consumers increasingly resent being marketed to, social media campaigns like sweepstakes, contests and coupon give-aways are a form of marketing that consumers actually like. In fact, 50% of internet users enter sweepstakes at least once a month <sup>(1)</sup> and 23 million Americans report that they enter contests or sweepstakes at least once a week <sup>(2)</sup>. Social media campaigns provide an effective way to fulfill a number of marketing goals such as: building a company's social network page fan base (companies that run contests on their social network fan pages have twice as many fans as those that don't <sup>(3)</sup>) or e-newsletter subscriber list, introducing a new product or driving traffic to a company's website, gathering customer feedback or user stories, driving purchases via coupons or product samples, or just generally building a company's brand awareness

(1) Online Sweepstakes – Maximizing Consumer's Participation, Jupiter Research, May 29, 2007, pg 1

(2) Consumers' Behavior Online: 2007 Deep Dive, Forrester Research, April 8, 2008, pg 9

(3) Branded Social Networking Pages, Jupiter Research, April 23, 2008, pg 12.

## What Problem does Wildfire Campaign Builder solve?

Many marketers have recognized the power of social media campaigns to engage consumers, but the majority of such campaigns are advertised on social networks but are not integrated with the social platforms. When clicked on, most social network ads promoting something take users outside of the social networks to engage with the campaign and the result is that the company fails to take advantage of the social networks' social features like friend invites, activity streams and notifications. Such social features have the potential to spread the word about a campaign to tens or even hundreds of additional users for every one person that enters. Why do companies fail to integrate their campaigns with the social networks' social features? Because to do so would require them to build their own applications, something that is beyond the budget and/or expertise of many organizations. Our patent-pending technology solves this problem by simplifying and streamlining the process of setting up and managing social media campaigns on Facebook, Facebook Connect and Twitter. Using our self-service marketing platform, companies can have attractive, company branded social media campaigns up and running within minutes and for as little as few dollars a week.

## Victoria Ransom, Founder & CEO

Passionate about growing and marketing innovative companies, Victoria has been an entrepreneur since her early twenties and has developed three companies, all of which are successfully operating today. At Wildfire Interactive, Inc., Victoria primarily focuses on business development and marketing, while also overseeing the strategic development and general management of the company.

Prior to founding Wildfire Interactive, Inc. in the summer of 2008, Victoria was a student at Harvard Business School where she obtained an MBA. During her time at Harvard, Victoria helped to develop a distributed booking system for small and medium size travel companies and was selected to spend a summer at Highland Capital Partners as an entrepreneur-in-residence.

Prior to business school, Victoria co-founded a global adventure travel company, Access Travel, Ltd., that operates today in 16 countries. She also spent two years as an investment banking analyst at Morgan Stanley in New York.

In addition to her MBA, Victoria has a bachelor of arts degree from Macalester College where she graduated Summa Cum Laude. In her capacity as an entrepreneur, Victoria has been featured in several publications including *The New York Times*, *Entrepreneur Magazine* and *Dow Jones VentureWire*. In her spare time she is an avid snowboarder and surfer and a passionate adventure traveler who once spent

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six weeks living with a remote Amazonian tribe and five months living in a favela in Brazil!

## **Alain Chuard, Founder**

With a talent for design, a passion for technology, and a strong background in entrepreneurship and management, Alain has been involved in the development of a number of innovative software products. In addition to co-founding Wildfire Interactive, Inc., Alain was responsible for the product strategy and design of Voyager, a web-based customer management software for tour operator companies. This business won Alain a place in Highland Capital Partner's 2007 Entrepreneurship Program.

Prior to this, Alain co-founded Access Travel, Ltd., a leading brand in instructional adventure travel with operations in 16 countries and spent two years as a financial analyst with New York investment bank, Salomon Smith Barney.

Alain has an MBA from the Stanford Graduate School of Business and a bachelor's degree from Macalester College where he studied mathematics and economics. Formerly a professional snowboarder who competed on the World-Cup Pro Tour, Alain is passionate about snowboarding, surfing, mountain biking and traveling. He has been featured in two books and numerous magazines, including *The New York Times*, *Entrepreneur Magazine*, *National Geographic Adventure*, *Men's Journal* and *TransWorld Snowboarding*.

## **Company Formation**

Wildfire Interactive, Inc. was founded in the summer of 2008 by Victoria Ransom and Alain Chuard.

## **Location**

Menlo Park, California

## **Legal**

Privately held U.S. C-Corp. Patent pending.

## **Select Customers**

Customers who have used our technology include Facebook, PepsiCo, Unilever, Universal Music, Sony Pictures, Sony Music, Express, Victoria Secret, Red Bull, 3M, Kayak.com and Zappos.com, Ogilvy, Publicis, Digitas, Edelman, Fleischman-Hillard, and more.

## **Awards**

- fbFund Winner 2008
- fbFund Winner 2009
- OnMedia 100 Winner 2009

## **Contact**

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